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RADIO OUTLETS

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Used by the Washington Office of FSA

NATIONAL FARM AND HOME HOUR. Commercially-sponsored NBC network show, Saturdays 1-1:30 EST. USDA Radio Service does a five-minute farm news summary each week, voiced by John Baker. Program is open for FSA news and 200-300 word "spot" announcements.

THE AMERICAN FARMER. An ABC network show, public-service type, Saturdays 12:30-1:00 p.m. EST. Carries weekly five-minute farm news report, called "The Business Side of Farming", by John Baker of Radio Service. Usually has a 10-15 minute spot each month for a guest speaker. FSA Administrator Lasseter is scheduled for April 30, with at least one regional pick-up to be added.

COUNTRY JOURNAL. CBS network show, Saturdays 9:30 to 10 a.m. Farm news and other material relating to agriculture, of interest to both urban and rural listeners, broadcast by Charles Worcester. FSA news and occasionally FSA speakers used.

TOWN AND COUNTRY TIME. New farm radio show broadcast daily, 6-7 a.m. CST, over stations in about fifteen states covered by the Mississippi Valley Network. John Merrifield, Agricultural Director with headquarters at 211 Baker Building, Minneapolis, Minnesota, wants regional as well as national news, features, transcriptions, and ideas for live, pick-up broadcasts.

P.A. - This is Associated Press' radio wire service to more than 500 local radio stations throughout the country. FSA furnishes material about twice a month to "Farm Fair" (general farm news and features) and to "Through Feminine Eyes" (features about farm women).

U.P. - The radio wire service of the United Press is called "Farm Front" and now goes to about 500 local stations over the country. The Washington office of FSA furnishes news and feature items - 100 to 300 words long - about twice a month, direct to the UP radio writer in Washington.

I.N.S. - "News-Script" is a mail script service going to about 300 local stations. It is only about three years old and FSA furnishes one or two features weekly, about 400 words each in length. Regional offices sometime furnish material to local I.N.S. representatives, just as they do to local UP, AP, and other writers.

CONSUMER TIME. An NBC Network show, now going into its thirteenth year, Saturdays 12:15 to 12:30 EST. Broadcasts dramatizations, interviews, etc. of special interest to town and city consumers, especially homemakers. FSA's medical care plan was mentioned on the recent "Better Health for Rural America" program.

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TIMELY FARM TOPICS. A transcription service provided to local radio stations by USDA Radio Service, with platters circulated about twice a month through State Extension Editors. Straight talks and interviews on timely USDA subjects dealing with agricultural research, food production and distribution, etc. In February, Mr. Hudgens, associate FSA administrator, was interviewed by John Baker on "FSA Services to Veterans".

FARM FLASHES. A mimeographed script service of 150-300 word items submitted by various USDA agencies and circulated through Radio Service to State Extension Editors, for localizing or other revision and forwarding to local radio stations. Uses FSA items describing various FSA services, good farm or home methods practiced by borrowers, and so on.

RADIO ROUND-UP. Not a script service but a weekly USDA collection of background material on about a dozen items - 200 to 500 words long - on current farm and home topics. Sent weekly to PMA regional offices for localizing and other adaptation, and forwarding to Directors of Women's Radio Programs, for broadcast to both rural and urban listeners, mostly women.

HOMEMAKERS' CHATS. Five to eight scripts, 300 to 600 words long--containing facts, features, and how-to-do-it information of interest to homemakers--prepared weekly by Radio Service and circulated through State Extension Editors to local radio stations, for use by women broadcasters. Some Chats also go to Home Demonstration Agents, FSA Home Supervisors and others for broadcast purposes.

"GOOD EATING". This is a United Press women's feature, prepared daily by the Department's Radio Service and sent to five regions for localizing, etc., then sending over UP wire to about 600 local stations. It is straight broadcast material, highlighting news and features about food, of interest to homemakers.

WEEKLY LETTER TO RADIO FARM PROGRAM DIRECTORS. Goes to about 150 "RFD's" and a mailing list of about 100 USDA field people and others. Not a script service but designed to keep farm broadcasters posted on developments in agriculture, and supplied with tips on local sources of information. FSA often submits items giving national facts or figures, and suggesting that RFD's get in touch with nearest FSA office for local material.

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